

DEPARTMENT NAME: JAYPEE BUSINESS SCHOOL

VISION: To be a centre of excellence for grooming management professionals for providing leadership in industries and organizations and venture into entrepreneurship.

MISSION: 1: To offer management education for enhancing knowledge and skills across functional areas through benchmark-curriculum using innovative teaching learning methods.

2: To conduct contemporary and futuristic interdisciplinary research in areas of management.

3: To interact with industry and other stakeholders and establish effective linkages for professional and entrepreneurial enrichment of management professionals.

PROGRAMME NAME: MBA

PEOs:1: To impart extensive knowledge of management theories, concepts and models to solve business problems and create new opportunities for successful professionals.

2: To inculcate self-awareness, discipline and team-work, leadership, effective communication skills and research orientation.

3: To sensitize students about social issues and develop them as socially conscious managers and leaders.

4: To infuse a spirit of innovation and entrepreneurship for personal and societal well-being.

POs: 1: Management Knowledge: Demonstrate in-depth knowledge of various domains of Management, including broader global perspectives, with an ability to discriminate, evaluate, analyse and synthesize existing as well as new knowledge, and integrate the same for enhancement of knowledge

2: Critical Thinking: Exhibit critical awareness to develop strategies and solutions to current business problems

3: Application: Apply the knowledge of management to manage projects in the work environment efficiently and develop effective and innovative business strategy.

4: Communication Skills: Communicate simple and complex managerial activities confidently and effectively through reports and effective presentations.

5: Independence: Demonstrate that they can function independently and/ or take responsibility for managing professional practices, in highly complex environments.

6: Collaboration and Leadership: Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities to maximize the usage of diverse skills of team members.

7: Innovation: To identify timely opportunity to create value and wealth for the stakeholders of the society for sustainable development.

8: Ethics and Entrepreneurship: To identify the contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions, exhibit value based leadership.

9: Life-long Learning: Observe and examine critically the outcomes of one's actions, make corrective measures, and learn from mistakes without depending on external feedback.

Course Outcomes

COURSE OUTCOMES (SEMESTER 1)	
Business Statistics and Analytics Using Excel Spreadsheet : 24M11BGM12	
1	Understand the concepts of statistics and their usage in business
2	Make use of the various concepts and techniques in statistics to solve business problems
3	Analyze relationships between various business variables and concepts to draw inferences
4	Create various statistical models to apply to business problems using spreadsheets.
Corporate Finance : 20M11BAF12	
1	Understand different forms of business and finance functions.
2	Apply concepts of investment, financing, liquidity and dividend functions.
3	Analyse proposals and plans to make financial decisions.
4	Evaluate proposals and plans to make financial decisions.
Corporate Skill Development : 24M11BGM11	
1	Understand and apply principles of effective communication (oral and written) and presentation skills.
2	Make use of communication skills to communicate effectively in the corporate world/ business environment.
3	Analyze the business situations and deliver an impactful presentation as per target audience.
4	Create Resumes, reports, proposals and business plans.
Digital Transformation in Business : 24M11BIA11	
1	Understand the role of digital transformations in organizations for business strategy and competitive advantage.
2	Apply digital transformations in different functional areas of the organization.
3	Analyze issues relating to digital transformations in business.
4	Evaluate the issues related to managing Enterprise Systems and global information systems and aligning the transformations with future technological developments.
Economics For Business and Government : 24M11BEC11	
1	Understand basic concepts of economics for business and government
2	Make use of the concepts related to managerial economics for business decision
3	Analyze micro and macroeconomic environment for business and government
4	Evaluate firm level and government level policies and their impact on business decisions
Financial Accounting, Analysis and Reporting : 24OM11BEC11	
1	Understand the fundamentals and processes of accounting
2	Apply the fundamentals and processes of accounting for preparation of financial statements
3	Analyze the financial statements to examine the financial performance and reporting

4	Evaluate financial information for future planning and optimizing profitability
Marketing Management : 20M11BMM11	
1	Understand the concepts of marketing from the value perspective.
2	Apply the concepts of segmentation, targeting, positioning and marketing mix to the marketing process
3	Analyse the marketing environment and data with appropriate tools and techniques for decision making
4	Evaluate marketing campaigns for their effectiveness and efficiency.
5	Create comprehensive marketing plans.
Operations Management : 24M11BOM21	
1	Understand key concepts, theories, models and tools used in operations management in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in operations management into real life business situations.
3	Analyse specific operations related business issue and devise a strategy and action plans.
4	Assess various strategic options in operations in terms of process flows, projects, and operations model.
Organizational Behavior : 18M11BHR11	
1	Understand the concepts of individual, group, and organizational behaviour.
2	Apply OB concepts and theories to interpret individual, group and organizational characteristics
3	Analyze the impact of work environment variables on behavior in organizations.
4	Assess the techniques in managing self and others in the organization.
Indian Ethos and Business Ethics : 20M11BGM21	
1	Understand fundamental knowledge about ethics, moral values and principles and different theories of ethical behaviour.
2	Utilise principles and practices of the “Indian Management Studies”, for the betterment of individual and the society.
3	Examine the ethical principles to solve the moral dilemma faced by managers’ every day.
4	Evaluate the role of ethical business practices and their implementations for achieving long term goals of the organizations.

COURSE OUTCOMES (SEMESTER – II)	
Human Resource Management : 17M11BHR03	
1	Understand the concepts of people management and its significance
2	Identify and visualize challenges of managing people
3	Analyze the problems of managing people
4	Evaluate the alternative solutions for managing people and prepare for future HR challenges
Business Analytics : 24M11BIA23	
1	Understand the basics of Business Analytics.
2	Apply Business Analytics techniques to gain business insights.
3	Analyse the business data for decision making.
4	Create Analytical and decision models.

Legal Aspects of Business : 20M11BGM21	
1	Interpret business and commercial laws.
2	Apply business and commercial laws in day-to-day business activities.
3	Examine business problems in legal context.
4	Evaluate the application of business and commercial laws in current business environment.
Management Accounting : 20M11BAF13	
1	Comprehend and summarize different concepts and fundamentals of management accounting.
2	Utilize the concepts of management accounting in different financial decisions.
3	Analyze the management accounting information for planning, control and performance evaluation.
4	Appraise management accounting tools and techniques to solve complex management problems
Corporate Skill Development -2 : 24M11BGM21	
1	Analyze verbal and non-verbal communication techniques used in mock interviews and group discussions (GDs) to enhance employability.
2	Evaluate the key aspects of professional appearance, body language, and business etiquette to present oneself formally in corporate settings.
3	Create a compelling resume and develop a strong personal brand using digital tools like LinkedIn.
Business Research Methods : 24M11BGM22	
1	Comprehend and summarize the basic concepts of business research and its process.
2	Apply various concepts and approaches of business research.
3	Evaluate the research articles based on the standard methodology of business research.
4	Prepare the research report for management problems.
Innovation and Entrepreneurship : 20M11BEN11	
1	Understand the attitudes, values, characteristics and behavior associated with a successful entrepreneur.
2	Apply innovative, legal, financial, marketing, operations, analytics, human relations and creative processes to Entrepreneurship
3	Analyze the environment for new business opportunities, funding, development and harvesting of new ventures
4	Develop a Business Plan for a globalized and competitive environment, based on the commercial, social, ethical and culture dimensions
Healthcare Environment and Management : 23M11HHM01	
1	Understand the internal and external environment of healthcare industry.
2	Apply the knowledge of healthcare systems in devising better healthcare services
3	Analyse national and international healthcare regulation relevant for hospital management.
4	Evaluate and integrate strategies for effective management of healthcare delivery system
Digital Marketing : 24M12BMM23	
1	Understand the basics of digital marketing.
2	Apply digital marketing tools and techniques to marketing management.
3	Analyse the consumer for developing suitable digital marketing plans.
4	Evaluate the effectiveness of digital campaigns
5	Design effective digital marketing plans and strategies
Introduction to Education Management : 25M11BEM11	
1	Understand the key concepts and theories in educational management.
2	Apply management principles to address real-world issues in educational institutions.
3	Analyze the structure and functioning of educational organizations and systems.
4	Evaluate educational policies, quality assurance practices, and institutional performance.

COURSE OUTCOMES (SEMESTER – III)	
Artificial Intelligence in Business : 20M11BIA13	
1	Explain the concepts of artificial intelligence and their business applications.
2	Identify solutions for business-related problems using concepts of artificial intelligence.
3	Examine the use of machine Learning in business applications.
4	Evaluate real-life applications of AI in business.
Introduction to SMART LAB : 24M11BAF31	
1	Understand the market dynamics
2	Construct portfolios under equity trading
3	Analyse portfolios and their modifications based on market dynamics
4	Evaluate portfolios based on market dynamics
Corporate Skill Development - 3 : 24M11BGM31	
1	Understand the recruitment process and the deliverables involved for campus placement and corporate career.
2	Utilize the knowledge gained during the MBA coursework to make attractive CVs for oneself
3	Evaluate issues and business news in order to be able to participate in group discussions successfully
4	Formulate strategies and tactics to face Personal interviews and group discussions
Database Management using SQL : 24M11BIA21	
1	Understand the use of SQL in various functional areas of business
2	Make use of the commands of SQL for data retrieval and manipulation
3	Assess the data management issues using the SQL software
4	Develop the database building process for a company
Corporate Taxation & Planning : 24M12BAF14	
1	Understand various direct and indirect tax laws and their impact on business
2	Apply the taxation laws in business activities to optimize stakeholders' wealth

3	Analyze applicability of taxation laws for optimum tax planning.
4	Evaluate corporate taxation and its compliances
Options, Futures & Risk Management : 24M12BAF16	
1	Understand different types of financial derivatives and their uses.
2	Discover pricing of various financial derivatives.
3	Evaluate different derivative strategies under different market conditions.
4	Create hedging/ arbitrage Strategies using financial derivatives.
Financial Modelling : 24M12BAF19	
1	Understand and demonstrate use of different financial models using MS Excel.
2	Apply MS Excel to solve corporate finance problems.
3	Analyse results of existing financial models.
4	Develop advanced excel based financial models.
Mergers, Acquisitions & Corporate Restructuring : 24M12BAF22	
1	Understand the need and processes of mergers, acquisitions and corporate restructuring.
2	Apply the concepts of Mergers and Acquisition in price determination.
3	Analyse various techniques to select the suitable one for existing business operations.
4	Evaluate post merger and acquisition consequences and take corrective measures.
Entrepreneurial Finance : 24M12BEN11	
1	Understand the basics of Entrepreneurial Finance
2	Apply fund raising techniques for Entrepreneurial Firms
3	Analyze the valuation strategies of entrepreneurial ventures
4	Evaluate the financial viability of entrepreneurial firms
Marketing Strategies for Entrepreneurs : 24M12BEN12	
1	Understand the marketing concepts essential for entrepreneurs.
2	Identify entrepreneurial opportunities from the emerging trends

3	Analyze entrepreneurial thinking for market identification, segmentation and engagement decisions.
4	Evaluate the efforts for brand building for a new enterprise.
Global Opportunities for Entrepreneurship : 24M12BEN17	
Leadership Skills for Managers : 24M12BHR21	
1	Understand the concept of leadership & recognize the practices of an effective leader.
2	Apply leadership theories and understand how to perform in a leadership role.
3	Analyze and be sensitive towards the challenges of a leadership position.
4	Develop capability of delivering their best in a leadership role in a turbulent business environment.
Performance and Compensation Management : 24M12BHR13	
1	Understand performance dimension and relate with role of appraisal In Performance Management and Compensation Management.
2	Make Use of appropriate concepts to solve performance and compensation problems.
3	Examine characteristics of Appraisal systems, the process of moderation and existing Pay Models in an organization.
4	Evaluate processes of Employee Engagement with reference to Job analysis, job design and job evaluation.
5	Design new Performance Appraisal and Compensation structure for competitive Business organization.
Competency Management and Assessment Center : 24M12BHR15	
1	Understand fundamentals of competency management and assessment centers.
2	Apply the competency framework for mapping and modeling in different business processes
3	Analyze competency measurement tools used in the Assessment Center process
4	Develop a competency model for business application.
EMPLOYMENT LAWS : 24M12BHR12	
1	Understand the Legal framework,History and growth of Legal System
2	Apply the Legal provisions of Laws affecting Compensation,Social security and Wage and Salary Administration.
3	Examine the implications of Regulative Laws including Model Code and its implications in Industry.
4	Interpret the Laws laid down by the Apex Court/High Courts on various Service and Labour matters.
Blockchain : 24M12BIA19	
1	Understand the concepts of Blockchain Technology

2	Apply blockchain techniques to secure transactions and ensure data integrity.
3	Analyse different blockchain Platforms and Ecosystems for their business applicability.
4	Evaluate blockchain applications and its current practices for decision making.
DATA MANAGEMENT AND ANALYSIS USING R : 24M12BIA16	
1	Understand the nuances of data management using R
2	Make use of R functions for data wrangling and analysis.
3	Discover and compare different packages in R software for data management.
4	Create reports and dashboards using R to communicate with the outside world
Data Science Using Python : 24M12BIA22	
1	Understand the fundamentals of Data Science
2	Develop proficiency in writing programs in the Python programming language
3	Assess various interfaces used with Python platforms to address dynamic business requirements
4	Create programs in Python to solve real-world business problems
Integrated Marketing Communications : 20M12BMM13	
1	Understand the fundamentals of Integrated Marketing communications.
2	Analyze the need for marketing communication and its relationship with consumer behavior..
3	Evaluate the effectiveness of various IMC campaigns
4	Create an IMC campaign for an organization
Consumer Behaviour : 24M12BMM18	
1	Comprehend concepts of consumer behaviour with real life and reflect upon the decision problems and the need for societal marketing and marketing ethics in building a customer centric business.
2	Apply concepts of consumer behaviour for solving business problems.
3	Examine situations related to consumer decision making and consumption processes.
4	Design marketing strategies based on consumer knowledge and research.
Product and Brand Management : 24M12BMM11	
1	Understand the concepts of Product & Brand Management.

2	Identify the comprehensive set of brand elements essential for brand success.
3	Analyse Brand Performance in the market.
4	Develop and implement Brand Marketing Programs.
Sales and Distribution Management : 24M12BMM14	
1	Explain sales management concepts and selling process.
2	Apply concepts, tools and techniques of selling and distribution in real life scenario.
3	Examine the processes adopted by sales management for recruitment, training, motivation and compensation.
4	Assess sales and distribution channels.
5	Develop strategies for sales and channel management.
TQM & Six Sigma : 24M12BOM21	
1	Understand key concepts, theories, models and tools used in quality management
2	Apply key concepts, theories, models and tools of quality management to real life business situations.
3	Analyse specific quality management related business issues and devise action plans.
4	Assess various strategic options of quality management
Operations Strategy : 24M12BOM15	
1	Understand key concepts, theories, models and tools used in operations strategy .
2	Apply key concepts, theories, models and tools used in operations strategy into real life business situations.
3	Analyse specific operations related business issues and devise action plans.
4	Assess various strategic options to achieve performance objectives.
5	Develop the strategy and practical solutions to modern day business challenges.
Project Management : 24M12BOM23	
1	Understand key concepts, theories, models and tools used in project management.
2	Apply the key concepts, theories, models and tools used in project management.
3	Analyse business problems using key concepts, theories, models and tools used in project management.
4	Develop practical solutions to modern day business challenges related to project management.

Product Planning & Control : 24M12BOM11	
1	Understand key concepts, theories, models and tools used in Production Planning & Control in both manufacturing and service sectors
2	Apply key concepts, theories, models and tools used in Production Planning & Control into real life business situations
3	Analyse Production Planning & Control related business issues and devise strategies and action plans
4	Assess various strategic options in Production Planning & Control in terms of models, implementation approach and relative merits and demerits
5	Create practical solutions to modern day business challenges
Corporate Internship : 18M17BIN11	
1	Explain and relate to the business and competitive environment in which the organization is operating.
2	Apply and make use of the concepts of the management subjects for industry analysis.
3	Examine financial position of the organization viz-a-viz competitors.
4	Design and create project report.
Health Policy and Health Care Systems : 25M12BHC16	
1	Understand the fundamental components of healthcare systems and their interrelationships.
2	Apply health policy frameworks to propose solutions for current healthcare challenges.
3	Analyze the impact of health policies on healthcare access, cost, and quality.
4	Evaluate healthcare system reforms and policies using a global perspective.
Healthcare Financing and Insurance : 24M12BHC20	
1	Understand the core principles of healthcare financing and insurance.
2	Apply knowledge of healthcare financing and insurance to take financial decisions.
3	Analyze various health insurance models and their operational framework.
4	Evaluate the impact of Financing mechanism on healthcare delivery and policy
Hospital Planning : 24M11BHC12	
1	Understand the concepts of hospital planing.
2	Apply national/international standards in hospital design and operations.
3	Analyze project proposals, integrating design, compliance, and financial viability.

4	Evaluate cost and resource plan for hospital establishment.
5	Create a hospital master plan incorporating functional, zoning and capacity planning.
IT in Healthcare Management : 24M12BHC13	
1	Understand the role of information technology in hospital management.
2	Apply the IT management tools for better facilitating of hospital.
3	Analyze the importance of IT tools in enhancing the healthcare offering.
4	Assess and justify IT solutions for effective healthcare management.
Organization and Administration of Hospital Services : 24M11BHC13	
1	Understand the essential hospital administrative processes and services.
2	Apply administrative and operational skills in hospital settings.
3	Analyze hospital systems, services and workforce functions for effective management.
4	Evaluate administrative processes, operational data and overall organizational efficiency.
Organization and Management of Clinical Services (Core) : 24M11BHC14	
1	Understand the fundamental principles of organization and management within clinical services.
2	Apply management theories and concepts to real-world clinical scenarios.
3	Evaluate strategies for optimizing resource allocation and utilization in clinical settings.
4	Develop effective communication and interpersonal skills necessary for effective clinical management.
Regulation and Laws in Health Sector : 24M12BHC23	
1	Understand the basic concepts of regulations and laws in healthcare industry.
2	Identify the subgroup of laws that control access to health care.
3	Examine the principles of informed consent for medical treatment.
4	Evaluate basic medical malpractice suits.
Supply Chain Management in Health Care : 24M12BHC18	
1	Understand the basics and importance of Supply Chain Management in Health Care sector.
2	Apply techniques to measure and enhance healthcare supply chain performance.

3	Analyze healthcare logistics sales and marketing.
4	Develop strategic management skills for healthcare logistics and supply chain

COURSE OUTCOMES (SEMESTER – IV)

Project Appraisal and Financing : 20M12BAF13

1	Understand the process of project appraisal. (BTL:2)
2	Apply concepts of management in project appraisal. (BTL:3)
3	Evaluate available options based on the concepts of project appraisal. (BTL:5)
4	Create business plan on the basis of learning of the course. (BTL:6)

FRAUD ANALYTICS : 20M12BIA18

1	Understand the concept of how descriptive, predictive, and social network techniques helps in detecting and predicting
2	Make use of the fraud analytics to detect and predict fraud
3	Examine fraud patterns in historical data
4	Develop a comprehensive fraud detection analytics solution

Social Internship : 18M17BIN12

1	Explain concepts of Social Entrepreneurship.
2	Design project report using concepts of management in solving social problems.

Talent Management : 20M12BHR14

1	Understand the process and purpose of Talent Management
2	Identify various elements of Succession planning and Talent assesment.
3	Analyze/ Examine the process of integration of Succession Planning and Career Planning and the challenges involved.
4	Evaluate linkage of various HR practices and Talent Management for retaining talent.

Sales and Operations Planning : 20M12BOM26

1	Understand key concepts, theories, models and tools used in Sales and Operations Planning in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in Sales and Operations Planning into real life business situations.
3	Analyse Sales and Operations Planning related business issue and devise a strategy and action plans.
4	Assess strategic options in Sales and Operations Planning in terms of models, implementation approach and relative merits and demerits.
5	Develop strategies and practical solutions to modern day business challenges.

Marketing Analytics : 24M12BMM24

1	Understand the basics of marketing analytics.
2	Apply data analytics techniques for marketing problems.
3	Analyze the consumer behavior through data analytics.
4	Design data-driven marketing mix strategies.

Strategic Management : 24M11BST11

1	Understand concepts, frameworks, methods, tools and techniques used to formulate and implement business strategies.
2	Apply concepts, frameworks, methods, tools and techniques used to formulate business strategies.
3	Examine strategies taken up by businesses and analyze its effect on business operations

4	Develop business strategies for organizations.
Health Care Ethics, Governance and Society : 24M11BHC17	
1	Understand the social and legal responsibilities of healthcare organizations.
2	Apply the ethical theories to complex scenarios involving patients, providers, and systems.
3	Analyze ethical principles and their application in healthcare decision-making.
4	Evaluate the governance structures of healthcare institutions.
Supply Chain Analytics	
1	Understand the role of analytics in supporting decision-making across key supply chain functions.
2	Apply analytical approaches to address logistics-related decisions in supply chains.
3	Analyze supply chain structures and operational systems for planning decisions.
4	Propose data-driven solutions for complex supply chain problems
Public Health Management : 24M12BHC11	
1	Understand functions and essential services of public health.
2	Apply management principles to design, implement, and assess public health programs.
3	Analyse public health systems and policies at local, national, and global levels.
4	Evaluate ethical, cultural, and equity considerations in public health decision-making.
HR Metrics and Analytics : 24M12BHR22	
1	Understand frameworks and measurement tools of HR metrics and analytics
2	Apply HR metrics and analytical tools to measure workforce and HR performance.
3	Analyze HR datasets to diagnose workforce issues and support managerial decisions.
4	Evaluate HR policies and interventions using analytics to enhance organizational effectiveness.
Analytics for Healthcare Management :	
1	Understand the concepts and importance of Health Care Analytics.
2	Apply data management skills to efficiently manage healthcare data.
3	Analyze data-driven strategies for healthcare programs.
4	Develop strategic perspective of the healthcare analytics to foster culture of creativity and innovation in the healthcare industry.
SERVICES MARKETING : 20B12BMM12	
1	Understand the basic concepts of services marketing
2	Identify the differences between product and service context specially in pricing and branding
3	Analyze service distribution performance through intermediaries
4	Evaluate the delivery of services, service gaps and ways to ensure customer satisfaction and service recovery
5	Design and manage the service process through flow charting and blueprinting.